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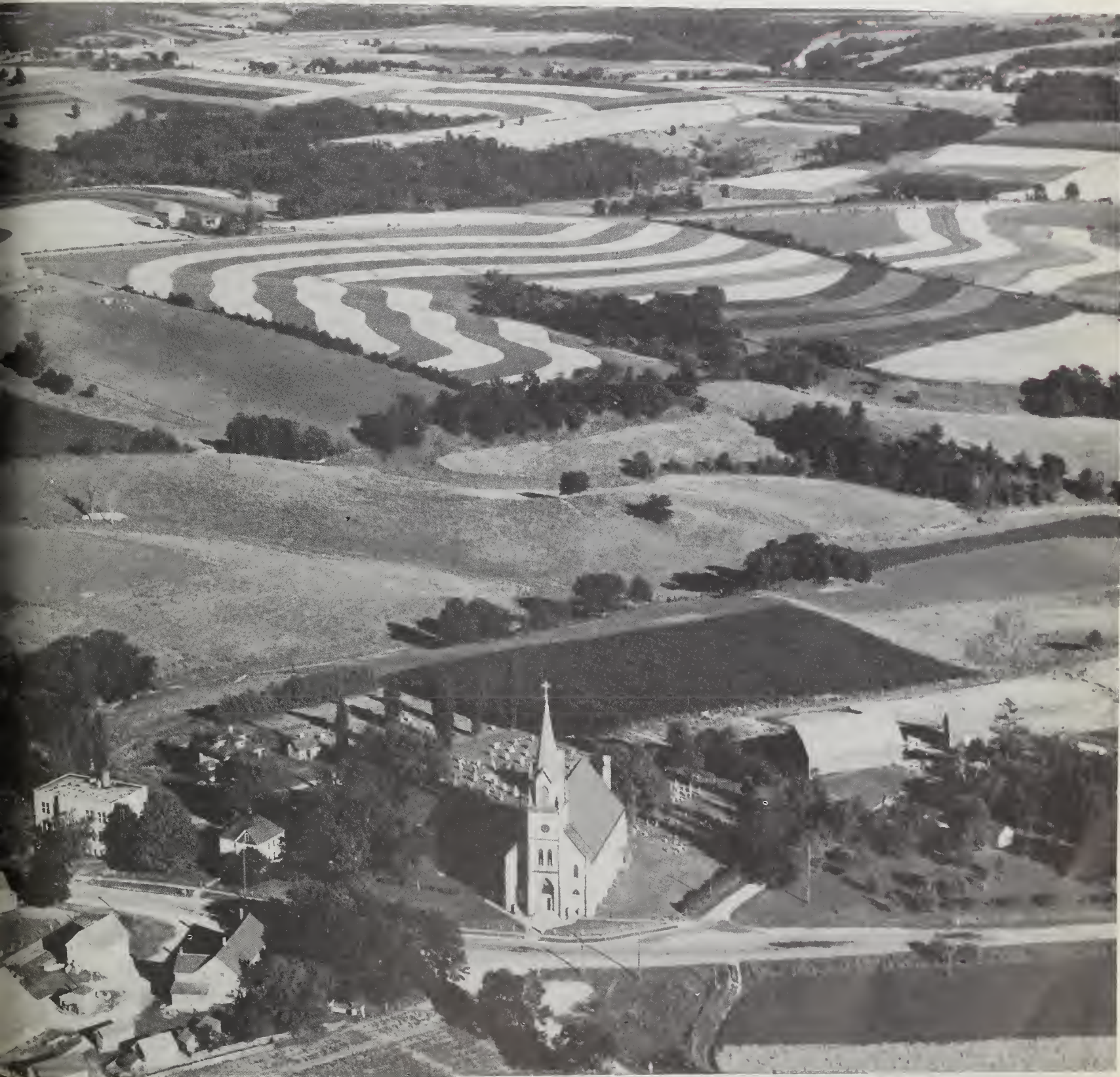
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R U R A L A R E A S D E V E L O P M E N T

U. S. DEPT. OF AGRICULTURE
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CURRENT FORMAL RESOURCES



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Magazines and newspapers may obtain glossy prints of these photographs in any size up to 8x10 from the Photography Division, Office of Information, U.S. Department of Agriculture, Washington 25, D. C. Others may purchase prints in any size from the same address. Prints in 8x10 size are \$1.10 each.

Today, approximately two-fifths of the Nation's population is rural or economically tied to rural areas, and over half of the Nation's poverty is rural. There are 22 million rural youth under 20 years of age and more than one-fifth of them are from families with inadequate incomes. Over one million rural children are born each year. Through local leadership, RAD (Rural Areas Development) Promotes new economic opportunities for all rural Americans.



N-43833



N-43829

Agricultural workers receive workshop and classroom instruction on tractor maintenance and operation in a 16-week course at the Hammonton, New Jersey, Vocational Training School. The program was initiated by the Area Redevelopment Administration, Department of Commerce, and recommended and approved by the U.S. Department of Agriculture, because of a lack of tractor operators in New Jersey. The students are guaranteed jobs by the State Employment Security after completion of the course. They receive training allowances while studying. Area Redevelopment Administration projects are major tools for rural areas development.

Cover photograph: This well-developed Monroe, Wisconsin community is a good place to live. RAD would like to make more rural communities prosperous and attractive. SCS-Wis-1361

WHAT HAPPENED IN WARROAD CAN HAPPEN ANYWHERE . . .



In June 1961, Warroad, Minnesota's main industry, a lumber plant employing 154 persons in a town of 1300, burned. With the help of loans from two government agencies, the plant's owner decided to rebuild. One hundred of the plant's employees are working for the rebuilding contractor, and eventually 225 persons will work at the new plant. The plant is shown under construction. N-43385



The lumber firm's owner and three sons, executives of the plant, go over plans for the new building. N-43387



This \$17,100 moulder is part of the new equipment purchased through an REA consumer facility loan for the plant. N-43386



These are some of Warroad's children, shown playing at school, who are affected by the lumber company's disaster and happy ending. Some of the parents work at the company. Many of the children will grow up to work also for the lumber company.

N-43391

New Industries

The resources of the U.S. Department of Agriculture are committed to a nationwide revitalized program of rural areas development to support state and area organizations in their programs to solve rural problems on an area-wide basis. RAD relies on the initiative of local people in rural areas to organize into area-wide development committees to start rural areas development. USDA provides these services:

- Technical help
- Research
- Credit
- Long-range planning
- Conservation cost sharing
- Education

The Department's Office of Rural Areas Development coordinates all USDA agency activities to advance the new RAD program.

In practice, RAD helps people of a trade or labor market area do together what they cannot do alone. RAD helps in planning projects, finding outside capital, coordinating projects, working with the people who request aid and the government agencies which may be able to give it.

Its goals are:

- Prosperous family farms
- New jobs in trades, services and industry
- Improved management, use and conservation of natural resources
- Expanded public services and facilities such as roads, hospitals, schools, power supply and water systems
- Guidance and training of rural youth and adults
- In some areas, a complete rural renewal program similar to urban renewal programs now bringing new life, new hope and new opportunities to parts of some cities.



like this large co-op wholesale grocery at Norway, Michigan, part of an expansion program developed by a team of county, State and Federal extension workers. N-43383

New Income



this Gladestone, Michigan fence factory which employs farmers in off-season to cut cedar timber to be made into fence posts. N-43380

New Pleasures



and the Dumas Lake recreation area at Tippah County, Mississippi, developed by the combined efforts of county community clubs organized through rural areas development. N-37315

A better future for all rural children is a major goal of RAD. The means to a better future include: a job for the father, better living conditions, education, and jobs for the children when they reach working age.

N-43562



These youngsters have elected to stay on in their Hardin County, Tenn., community because the future in rural living looks bright to them. Their area has a good forestry industry, farming is good, and potential for recreational development is outstanding. This is a goal of rural areas development.

N-37364



Local people:

- raise money for a cannery and later a glove factory to add 400 jobs and raise per capita income.
- pool individual loans from banks to bring in a 1,000 job textile mill.
- raise \$300,000 for a new sporting goods plant to provide 300 new jobs.

Results snowball...

- The Mountain Run Watershed project at Culpeper, Va., caused the building of outdoor recreational facilities and industrial and commercial enterprises. New hospital, new homes and shopping centers were made possible because of the new water supply. A steel fabricating plant, a uniform laundry, and women's sportswear plant were justified by the area's added income, facilities, and water supply. And three new lakes bring in vacationers.



The manager of a new motel at Marquette, Mich., greets skiers arriving for a holiday. The motel, built after a survey by local people and the Michigan State University City Extension Director, determined the new building was justified. It provided new jobs and more income for the community. N-43375



As part of their development program, Luce County (Mich.) citizens decided to wire their area so it could be developed into a resort area. N-43377



This is the main street, Huntsville, Ark., a busy-looking community, which is the county seat of rural development pilot county. N-3833



A test plot of cranberries is being grown at Newberry, Michigan, sponsored by the Luce County Chamber of Commerce and Michigan State University, in an attempt to bring a new industry to the area.



Farm family living standards rise when new opportunities, including credit, are available. These are members of a Rutledge Georgia, family. N-39642